

U.S. DEPARTMENT OF COMMERCE BUREAU OF THE CENSUS

DUE DATE FEBRUARY 12, 1998

**RT-5302** 

## **1997 ECONOMIC CENSUS GENERAL MERCHANDISE STORES**

OMB No. 0607-0826: Approval Expires 08/31/99

If you have questions about completing this report, please call or write the Census Bureau. In any communication, be sure to refer to the 11-digit Census File Number (CFN) printed in the label to the right. Please return your completed report to:

BUREAU OF THE CENSUS 1201 East 10th Street Jeffersonville, IN 47134-0001

Toll-free assistance, 8:00 a.m. to 8:00 p.m., eastern time, Monday through Friday:

1-800-233-6136

Please read the accompanying instructions before answering the questions.

Census use

RT-5302

		(Please correct any errors in name, address, and ZIP Code.)														
	YOUR RESPONSE IS REQUIRED BY LAW. Title 13, United States Code, requires businesses and other organizations that receive this questionnaire to answer the questions and return the report to the Census Bureau. By the same law, YOUR CENSUS REPORT IS CONFIDENTIAL. It may be seen only by Census Bureau employees and may be used only for statistical purposes. Further, copies retained in respondents' files are immune from legal process.															
Item 1. EMPLOYER IDENTIFICATION NUMBER  Is the Employer Identification Number (EIN) shown in the label the same as the one used for this establishment on its latest 1997 Employer's Quarterly Federal Tax Return,								to <b>thousands</b> of dollars.  Example: If a figure    Compared   Com	ol- rs 00)							
		7 Employei Form 941?	r's Quarterly	Federal T	ax R	eturn,	1	FIGURES report	29							
	094	1 Yes	2 No – Re	eport currei	nt EIN	l below	_ h		ol.							
			(9 digit	ts)				Sales of merchandise and other operating receipts for 1997 (Exclude sales or other taxes collected)								
Item 2. PHYSICAL LOCATION  a. Is this establishment's physical location the same as the address shown in the label? (P.O. box and rural route addresses are not physical locations)									ol.							
			<i>′</i>													
	093	1 ∐ Yes	2 ∐ No – <i>Re</i>	eport physi	cal lo	cation below	ľ	a. Annual								
	Numbe	er and street														
				1-		T=		b. First quarter (January–March)								
	City, to	own, village,	etc.	Sta	te	ZIP Code	- [1	Item 6. EMPLOYMENT Number	_							
b.	b. Is this establishment physically located inside the legal boundaries of the city, town, village, etc.?							Number of paid employees for pay period including March 12, 1997 (Include both fulland part-time employees)								
	095	1 🗌 Yes	3 No lega	al boundari	es		_ [·	Item 7. KIND OF BUSINESS AND SELLING CHARACTERISTICS								
		2 No	4 Do not	know			1	a. Kind of business								
		t type of m	unicipality is	s this esta	ablisł	nment	┪	What was this establishment's PRINCIPAL kind of business in 1997? Mark (X) only ONE box.								
	096	1 City, vil	lage, or borou	ugh				Variety store, five and dime store								
		3 Other – 4 Do not	Specify					Limited-price variety store								
d.	In wha	t county (e.,	g., Dade Cour <b>?</b>	nty) is this	esta	blishment		Home and auto supply store								
								Conventional department store	101							
		OPERATION	AL STATUS s during 199	17 was	N	Number of mo	onths	Discount or mass merchandising department store	201							
b.	this es Which	of the follo	t actively op wing best de	erated? escribes t		stablishment	t's	General merchandise store	101							
		at the end of	<b>of 1997?</b> <i>Mai</i> ation	rk (X) only	ONE	box. Figures	only	Craft supply store	201							
			arily or seaso	•		Month \	Year	Gift, novelty, souvenir store	001							
	4 Sold or leased to another operator – Give date at right AND enter name, etc., below							Other kind of business – Describe	777							
	Name	of new owne	er or operator													
	Numbe	er and street														
	City			Sta	te	ZIP Code										
						I		ITEM 7 CONTINUED ON PAGE 2								

Item 7. KIND OF BUSINESS AN	D SELL	ING				Item 10. MERCHANDISE LINES –	Conti	inued				
CHARACTERISTICS - Co		_	ESTIMATES are acceptable.									
b. Selling characteristics						Merchandise lines	Cen-	Report dollars OR percents.				
1. In what format did this establishment PRIMARILY sell in 1997? Mark (X) only ONE							use	Mil.	Thou.	Dol.	Per- cent	
From physical displays of priced merchandise									<u>                                       </u>	<u>                                     </u>	00.11	
						<b>5.</b> Curtains, draperies, blinds, slipcovers, bed and table			İ	ĺ		
						coverings			 			
From a warehouse or office				-=								
Other – Describe						a. Curtains and draperies	0281					
						<b>b.</b> Vertical and horizontal						
						blinds and woven wood	202		 			
						blinds	0282					
2. How did this establishme attract new customers in						c. Furniture coverings			 			
only ONE box.			1/	069		(ready-made and custom-made)	0283					
Location and store attractive	ness			1								
						<b>d.</b> Domestics (include towels, sheets, blankets, table						
Advertising to the general podirect mail advertising		nciuain 	g 	2		linens and coverings, etc.)	0284		 			
Advertising to the trade or c	alls dir	ectly to	)			e. Sum of lines 5a through						
customers						5d (	0280					
Other – Describe				4		<b>6.</b> Sewing, knitting, needlework						
						goods (include fabrics, patterns, sewing supplies,			 			
						notions, yarns, laces, trimmings, needlework kits,						
Item 8. METHOD OF SELLING							0270		i   			
What was this establishment's						7. Kitchenware and						
method of selling in 1997? Mail ONE box.	rk (X) c	only				homefurnishings (include cookware, dinnerware, clocks,			 			
0.12 20.11				235		pictures, frames, mirrors,						
Selling at this establishment				1 🗌		bathroom accessories, etc.)						
Mail order (include catalog selling	and ho	ome		_		a. Cookware and cooking accessories (include						
shopping via television or compute	er)					strainers, sifters, grinders,						
Telemarketing				3 🗌		cutlery, canning supplies, etc.)	0381					
Direct selling (include selling from house and nonfixed or temporary	house	-to-		4								
Operating merchandise vending m						<b>b.</b> Dinnerware, china,						
oporating moronanaise ventaing in	aomino					glassware, tableware, giftware (include all			 			
Item 9. CLASS OF CUSTOMER				ole perc		flatware and holloware)	0382					
Report the percentage of this				of sales		c. Decorative accessories			 			
establishment's total sales in 1 (item 4) to each class of custon	997 1er.		237			(include lamps, lampshades, mirrors,						
						pictures, clocks,			 			
a. General public (household cons and individuals)	sumers	3				magazine racks, spice racks, desk sets, etc.)	0383					
and marriadale,			239									
<b>b.</b> Other, including retailers; whole		;;				d. All other kitchenware and						
institutional, industrial, comme professional, and farm users (for		in				homefurnishings (include closet and bathroom			 			
farm production); and governm						accessories, etc.)	0384					
Item 10. MERCHANDISE LINES						e. Sum of lines 7a	220					
Report sales for each merchand							0380					
establishment, either as a dolla percent of total sales. (See HOV	V TŎ R	<b>EPORT</b>	DOLLA	R		8. Audio equipment, musical instruments, and supplies			! 			
FIGURES on page 1 and HOW TO	KEPOR	I PERC	ENTS b	elow)		(Include radios, stereos, compact discs, records,						
If figure is 38.76%	of		1	1	Per-	tapes, sheet music,						
HOW TO total sales:	, 01	Mil.	Thou.	Dol.	cent	accessories. Report parts installed in repair and rental			 			
PERCENTS • Report whole per	cents-			<b>\</b>	39		0330		<u> </u>			
Not acceptable —			1	<u></u>	38.76	9. Small electric appliances (include mixers; blenders;			ı   			
	Cen-		/IATES a			can openers; toasters; coffee makers; frypans; and						
Merchandise lines	sus	-	ort dollars OR percents.		Per-	personal care appliances,			i   			
	use	Mil.	Thou.	Dol.	cent	such as hair dryers, curling irons, shavers, etc.)	0310		 		L	
	230	231	Ī	İ	232	10. TV's, video recorders,						
1. Women's, juniors', and misses' wear (Report girls' and infants' and toddlers' wear on line 3 and footwear on line 4)			1			video cameras, video				l		
			i	l		tapes, etc. (include parts and accessories)						
			1			<b>-</b>						
			<del>.</del>			a. Televisions	0321		I			
			1			<b>b.</b> Video recorders, cameras,						
			i	l		and tapes (Report receipts			ı   			
		0200				from video tape rental on line 47)	0324					
									i i			
3. Children's wear (Include hove' (sizes 2 to 7 and 8 to						c. Sum of lines 10a and 10b	0320					
boys' (sizes 2 to 7 and 8 to 20), girls' (sizes 4 to 6x and 7 to 14), and infants' and toddlers' clothing and			1			11 Euroitura alaan aassiamaat	0340		 I i			
			I I			11. Furniture, sleep equipment	J340		<u>                                      </u>			
accessories. Report footwear on line 4.)	0240		I I			<b>12.</b> Major household appliances						
			1			(include refrigerators,			 			
4 Footwear (include			I			ranges, microwave ovens, room air-conditioners, etc.)	0300					
4. Footwear (include accessories) 0260						ITEM 10 CONTINU		ON PAG	E 2			

Item 10. MERCHANDISE LINES -	Contin	ued				Item 10. MERCHANDISE LINES – Continued	
	Cen-	ESTIMATES are acceptable. Report dollars OR percents.				ESTIMATES are accep Cen- Report dollars OR per	table.
Merchandise lines	sus	Mil. Thou. Dol. Percent		Per-	Merchandise lines sus use   Mil.   Thou.   Dol.	Per- cent	
<b>13.</b> Flooring and floor coverings				l I		<b>29.</b> Sporting goods <b>0500</b>	
a. Soft-surface (textile) floor coverings and accessories	0361		 				
<b>b.</b> Hardwood flooring	0363		 			30. Jewelry (Include watches, watch attachments, novelty jewelry, etc. Report flatware	
c. Other hard-surface floor			 	i I		and holloware on line 7b and receipts from watch,	
coverings and accessories (include tile and sheet goods)	0364		 	 		clock, and jewelry repair and engraving on line 47.) <b>0400</b>	
<b>d.</b> Sum of lines 13a through 13c	0360					31. Optical goods (include eyeglasses, contact lenses, sunglasses, etc.)  0490	
14. Computer hardware, software,			 	İ		<b>32.</b> Tobacco products and	
and supplies (Report computer-related furniture on line 11. Report calculators and			 	 		accessories (exclude sales from vending machines operated by others)	
office equipment, such as adding machines, copiers, fax machines, etc., on line 15.			   	 		33. Drugs, health aids, beauty	
Report office supplies on line 43.)	0370		 	i I		aids 0160	
<b>15.</b> Office equipment (Include fax machines, dictaphones, copying			 			34. Paper and related products (include paper towels, toilet tissue, wraps, bags, foils,	
machines, calculating machines, etc. Report office supplies on line 43.)	0854		 	 		etc.) <b>0190</b>	
<b>16.</b> Toys, hobby goods, and games	0034		1	l I		35. Soaps, detergents, and household cleaners 0180	
(Include video and electronic games, and wheel goods, except bicycles. Report bicycles			 	   		36. Automotive fuels	
on line 29.)				i I		37. Automotive lubricants (oil, greases, etc.) 0730	
a. Toys (include wheel goods) b. Games (include video and	0461		 			38. Automotive tires, batteries, parts, accessories 0740	
electronic games)	0462		i I	İ		39. Packaged liquor, wine, and beer 0140	
<b>c.</b> Hobby goods	0463		 	 		40. Pets, pet foods, and pet supplies 0800	
<b>d.</b> Sum of lines 16a through 16c	0460					41. Photographic equipment	
17. Craft supplies	0881		 	 		and supplies (Report photofinishing on line 47)	
<b>18.</b> Meals, unpackaged snacks,			 	 		42. Paint and sundries 0670	
sandwiches, nonalcoholic beverages generally served for immediate consumption	0120		 	 		43. Office supplies 0853	
19. Groceries and other food items			<del> </del> 			44. Souvenirs and novelty items 0877	
for human consumption off the premises (Include candy, gum, packaged snacks, etc. Report			 	   		items	
vitamins on line 33 and pet food on line 40.)	0100		 	 		45. Seasonal decorations	
<b>20.</b> Stationery and computer paper	0851		   	 		46. All other merchandise (Report receipts for services	
<b>21.</b> School supplies	0852		 	 		on line 47) 9810	
22. Greeting cards	0855					estimated sales below 076	
	0000		<u> </u>	i I			
<b>23.</b> Luggage and leather goods (Report men's and women's small leather apparel			 	 		a. 9811	
accessories on line 2 or 1)	0859		 			077	
<b>24.</b> Books (Report audio tape books on line 8 and comic books on line 25)	0420		 			b. 9812	
<b>25.</b> Magazines and newspapers	0856		   	 		078	
26. Hardware, tools, and plumbing and electrical supplies	0600					c. 9813	
	3300		<u> </u>   			47. All nonmerchandise	
27. Lawn, garden, and farm equipment and supplies; cut flowers; plants and shrubs;			 	l I		receipts (include receipts from rentals, storage, and	
fertilizers; etc.	0620					other services provided to customers) EXCLUDING SALES AND OTHER TAXES 9900	
28. Dimensional lumber and other building/structural materials and			   				
supplies (Report paint and sundries on line 42)	0640		 			48. TOTAL (Should equal item 4 if reporting in dollars) 9990	100%

	11. SPECIAL INQ	Item 14. OWNERSHIP, CONTROL, AND LOCATIONS OF OPERATION – Continued													
	loor space as of De	d. How many establishments operated under the Employer Identification Number shown 079													
	Only the floor sp     All space occupie floor of multi-sto EXAMPLE: He	in the label (or as corrected in item 1) AT THE END of 1997?  If more than one, provide the physical location address and other information indicated below for each establishment. The headquarters location should be first, followed by all other locations. If more room is needed, continue in the same format in REMARKS or on a separate sheet of paper.													
	(1	) Under-roof selli 200 ft. x 80 ft. =	~ .	Estimates are acceptable if book figures are not available.											
	(2	) Total under-roo 200 ft. x 100 ft.			Name		1997	Mil. 081	Thou.	Dol.					
		200 It. X 100 It. :	= 20,000 Sq. 1t.			Number and	street		Sales	001	1				
	100 ft.	Sellin	g space	<b>↑</b> 80 ft.		City		State	ZIP Code	Annual payroll	082	 			
	<b>↓</b>	Office	Storage	<b>∀</b> 20 ft.	1	Kind-of-busin	ess des	cription				yees for ding Ma			
		← 20	00 ft					·		083					
	<u> </u>	<u>'</u>	<u>'</u>	Square feet						Census	088				
(	<ol> <li>Under-roof selling feet of in-store selling</li> </ol>	ling space at the	end of 1997.	251		Name				<b>use</b> 1997	Mil.	Thou.	. Dol.		
	Include all store ar including aisles, el	levators, etc. Do i	not include			Ivairie	1997	081	Tilou.	DOI.					
	display windows foutdoor entrance values.					Number and street				Sales	082	1			
	<del>space.</del>			252		City		State	ZIP Code	Annual payroll		 			
(2	<ol><li>Total under-roof total square footag</li></ol>	ge of all under-room	of selling		2	Kind-of-busin	ess des	cription		Paid period	emplo I inclu	yees for	r pay rch 12		
	space plus all other of 1997. Include dr space, offices, wor	y storage, refrige	rated			Kina or basin	1035 403	oription		083					
	and enclosed entra outdoor space, eve	ance ways. Do no	t include				Census <sup>088</sup>								
										use					
C	oid this establishme heck-out area with n 1997?			259 1 Yes 2 No		Name				1997	Mil. 081	Thou.	Dol.		
		la ta thia ranart		2 🗆 140		Number and	street			Sales	082	i	İ		
	n 13. LEGAL FORM	le to this report	TION			City		State	ZIP Code	Annual payroll	002	 			
Wh	ich of the following	g best describes	this establis	shment's	3	Kind of busin	ana dan	arintian				yees for			
leg	al form of organiza	tion during 199	<b>7?</b> Mark (X) o	nly ONE box.		Kind-of-busin	iess ues	сприоп		083		ga			
003	1 Individual ow	ner (sole propriet	orship)							Census	088				
	3 Cooperative a		•							use					
	4 Cooperative a 5 Government -		kempt)		RE	EMARKS – Pla es			ace for an standing y				y be		
	0 Corporation (I	 Do not mark if an	y form of												
	9 Other - Specia														
ltor	- 44 OWNEDCHIR	CONTROL AND	LOCATIONS	OF OBERATION											
	n 14. OWNERSHIP														
a. i	s the FIRST DIGIT on the address label	immediately a	fter "CFN") a	zero?											
	1 ☐ Yes – Comp 2 ☐ No – Skip to														
	s this company	Enter name, add													
	owned or controlled by another company?	owning or conti	olling compar	ıy											
•	mother company:														
C	97 1 ☐ Yes —→														
	2 No														
		EIN (9 digits)			L										
	Does this company	Enter name, add		of the owned	lte			n prepar	is report i ed in acco	ordance	with in	struction	ns.		
•	own or control any other company or companies?	or controlled co	шрапу			riod covered this report	FROM	: Mo.	Ye	TO:	Mo	). ¦	Year		
						me of person	to conta	act regar	ding this i	report –	Print o	r type			
		Titl	e												
C	98 1 ☐ Yes —→				00.65-1-	Ni		ı	Eveta::-'						
	2 No				Tel	ephone	Are	ea code	Numbe			Extension	ווע		
		FIN (9 digits)						Signature of authorized person Date							